




July 16, 2010

TO: Mayor and Members of Council  
FROM: Rashad M. Young, City Manager   
SUBJECT: Items for Your Information

**IFYI HIGHLIGHTS**

- Contact Center Feedback
- Recovery Zone Facility Bonds/Urban Hotel Group
- Upcoming City Council Work Sessions
- Downtown Greenway Project Receives Grant Funding

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**Contact Center Feedback**

Attached is the weekly report generated by our Contact Center for the week of 7/5/10 – 7/11/10.

**Recovery Zone Facility Bond (RZFB) Projects/Urban Hotel Group**

Several members of Council have requested information on how the Urban Hotel Group's project continues to qualify for RZFB after missing the May 15<sup>th</sup> deadline related to obtaining approval by the Local Government Commission; as well as if the City had any role to play in the resurrection of the project. Attached is a memorandum dated July 15, 2010 from John Shoffner, Economic Development Manager, discussing the process related to the Recovery Zone Facility Bonds and how this relates to any current projects seeking to use this funding mechanism.

**Upcoming City Council Work Sessions**

Below is a schedule for the next two City Council Work Sessions:

July 27, 2010

Presentation of the Piedmont Triad Airport Authority's draft Master Plan  
Review of Curb Market policies

August 24, 2010

Update on the Request for Proposals (RFP) process related to solid waste disposal options  
Discussion of financing options for landfill closure activities

If you have any questions or concerns related to this schedule, please contact Betsey Richardson, City Clerk, at 373-2697.

**Downtown Greenway Project Receives Grant Funding**

The Downtown Greenway was awarded a \$100,000 grant from the National Endowment for the Arts. The grant will be used to restore an abandoned railroad underpass in a section of the Downtown Greenway to be known as Morehead Linear Park. Attached is a press release from the National Endowment for the Arts dated July 15, 2010 announcing the 25 projects to receive grant funding and a press release from Action Greensboro dated July 15, 2010 announcing the Downtown Greenway's award.

**Public Affairs  
Contact Center Weekly Report  
Week of 7/5-7/11/10**

**Contact Center**

4718 calls answered this week

**Top 5 calls by area**

Water Resources

Balance Inquiry – 993

Due Date – 237

New Sign up – 183

Bill Extension – 179

General Info – 145

Field Operations

EOW Recycling – 107

Solid Waste Changes – 97

Bulk Guidelines – 86

Repair Can/Trash – 64

No Service/Trash – 63

All others

Police/Watch Operations – 276

Landfill/Transfer/HHW – 105

Courts/Sheriff – 84

Police Records – 28

Privilege License – 26

**Comments**

We received a total of 7 comments this week:

Field Operations – 3 comments

- “The city needs to stop wasting money on sweeping the streets.” Seems unwise to the caller to clean the debris from the road within an active road construction project during a time when “the city is firing teachers, cutting back on leaf collection, and canceling services. Use some common sense.”
- Thanks for the prompt Solid Waste service, green can was replaced quickly.
- Caller states the city does a great job with Solid Waste pickup, thanks.

Parks and Recreation – 1 comment

- Caller upset over spraying in Fisher Park. They spray first and then post “poison” signs after the fact. Caller says this is ridiculous. “We walk our dogs and we bring our children there to play only to find poison signs on the playground equipment.”

Public Affairs – 2 comments

- Customer called to thank Contact Center employee for his help in getting water turned on so quickly this morning.
- Caller says he loves our service (Contact Center) so much and finds it very helpful. He wanted to take a moment to say thank you.

Water Resources – 1 comment

- Caller states that it is nuts to charge a \$1.95 fee (10% of his bill) to pay the bill online.

**Overall**

Calls about the changes to the Solid Waste collection schedule, including every other week recycling, continued to increase last week. Call volume was busy last week due to City being closed on Monday in observance of the 4<sup>th</sup> of July holiday.

July 15, 2010

**TO:** Andrew S. Scott, Assistant City Manager

**FROM:** John Shoffner, Economic Development Manager

**SUBJECT:** Recovery Zone Facility Bond Projects

The U.S. Government made the original determination regarding which units of local government received a specific allocation of Recovery Zone Bond capacity and the amount of the allocation based on a formula driven by employment losses. Local governments that reserved their original allocation of Recovery Zone Facility Bonds "RZFB" before the NC Department of Commerce's December 15, 2009 deadline lost their allocation if the bonds were not issued or able to demonstrate substantial progress towards issuance by April 15, 2010. Substantial progress towards issuance could be demonstrated by either the issue of bonds having been approved by the Local Government Commission "LGC" or being on the agenda of the LGC for approval at their May 2010 meeting. **Failure to meet this deadline resulted in the loss of the allocation and nullification of the related Notice of Intent.** Any unused allocation after the May Local Government Commission meeting was to be returned to the NC Federal Tax Reform Allocation Committee "TRAC" and made available for reallocation.

For a request for RZFB allocation to be considered at this time, the borrower must provide the Department of Commerce evidence that it has met one of the three criteria used to determine financial feasibility as identified below and identify the bond counsel that will be handling the transaction. Demonstrating financial feasibility can be met by any of the following ways:

- Providing a commitment from a bank or other financial institution to purchase the bonds;
- Providing a commitment from a bank or other financial institution to provide a letter of credit to support the bonds; or
- Providing evidence that based on the credit strength of the underlying borrower, the bonds will have at least an investment grade rating (BBB or better).

For projects seeking bond capacity through the reallocation process, TRAC requires that each applicant complete a supplemental application to provide greater detail about the economic benefits of the specific project. **All qualified requests will receive consideration until the State's entire capacity has been used.** It is estimated that approximately \$500 Million of Recovery Zone bond capacity is still available. An updated figure will be available after the next TRAC meeting on July 19<sup>th</sup>. TRAC meets monthly to make decisions on all complete applications for additional allocation that have been received at least five days before the meeting is held. They are reallocating RZFBs on a "first come, first-served" basis.

Per Mary Nash K. Rusher (Hunton & Williams LLP), the City is not involved in the process at this point as none of the three projects that initially requested consideration for the City's allocation of facility bonds met the May deadline for being approved by the Local Government Commission. Thus, our three notices of intent have been nullified and our allocation of Recovery Zone Facility and Economic Development Bonds returned to TRAC for reallocation to other projects.

Any new projects requesting bond capacity will apply directly to the authorized issuer, the Guilford County Industrial Facilities and Pollution Control Financing Authority "IFPCFA", who must then vote to induce the bonds. The IFPCFA has a meeting scheduled for next Tuesday, July 20, 2010 in the Blue Room of the old Guilford County Courthouse at 4:00PM. If the IFPCFA agrees to induce the bonds, the Guilford County Board of Commissioners will then be asked to hold a public hearing and adopt approval of the IFPCFA's inducement resolution in principal resolution. Upon positive action in favor of the request by both entities, the application will be submitted to the TRAC for consideration of a reallocation of bond capacity. If the TRAC approves the application, the Local Government Commission will be asked to review and approve the issuance of the bonds. The bonds can then be sold to financial institutions or investors.

JS



**FOR IMMEDIATE RELEASE:** July 15, 2010 @ 12:00 PM EDT  
**CONTACT:** Victoria Hutter, [hutterv@arts.gov](mailto:hutterv@arts.gov) 202-682-5692

**NEA CHAIRMAN ROCCO LANDESMAN ANNOUNCES \$3 MILLION IN GRANTS FROM MAYORS' INSTITUTE ON CITY DESIGN 25<sup>TH</sup> ANNIVERSARY INITIATIVE**

*Neighborhood transformation through the arts is the goal of 21 selected projects*

*Bethlehem, PA*—Under the massive silos and steel girding of an industrial steel blast furnace, National Endowment for the Arts Chairman Rocco Landesman announced **21 grants totaling \$3 million** awarded through the NEA Mayors' Institute on City Design 25<sup>th</sup> Anniversary Initiative (MICD 25). The announcement was made at the base of the former Bethlehem Steel Plant known as SteelStacks Campus.

MICD25 supports creative placemaking projects that contribute toward the livability of communities and help transform sites into lively, beautiful, and sustainable places with the arts at their core. The grants range from \$25,000 to \$250,000 and are awarded to 21 communities ranging from Easton, Pennsylvania (population 26,000) to Los Angeles, California (population 9.8 million). This is the first grant program developed under Chairman Landesman leadership.

Chairman Landesman was joined for this announcement by Bethlehem Mayor John Callahan, Easton Mayor Salvatore Panto, ArtsQuest President Jeff Parks, Lafayette College President Dan Weiss, and NEA Director of Design Jason Schupbach. The chairman said, "I am thrilled that the NEA's vision of Art Works has led to MICD25 and these innovative and exciting projects. I am confident these projects will make a difference to their communities. I look forward to traveling to as many as possible in the coming months and to seeing how art works."

Design Director Schupbach noted, "From post-industrial small towns using arts strategies to reinvent themselves after the major manufacturer has left, to a growing city implementing an environmentally sustainable public art project, these MICD25 grant awards will spark innovative methodologies for the recovery of our communities during this most challenging of economic times."

Each of the MICD25 projects takes a problem such as isolated neighborhoods or a neglected waterfront and uses the arts to solve that problem. The aesthetic and communal qualities of art make them excellent construction materials for transforming physical spaces. Although the arts are at the center of each of the projects, the grantees are extending beyond the arts world to collaborate with local entities such as chambers of commerce, downtown redevelopment councils, departments of transportation, urban planning offices, and park and recreation offices.

**The 21 MICD25 projects are:**

Action Greensboro	Greensboro, NC	\$100,000
Arts Council of Winston-Salem and Forsyth County	Winston-Salem, NC	\$200,000
ArtsQuest	Bethlehem, PA	\$200,000
City of Chicago Department of Cultural Affairs	Chicago, IL	\$250,000
City of Dallas CityDesign Studio	Dallas, TX	\$100,000
City of Kent Arts Commission	Kent, WA	\$25,000
City of Los Angeles Department of Cultural Affairs	Los Angeles, CA	\$100,000
City of Madison	Madison, WI	\$50,000
City of Memphis	Memphis, TN	\$225,000
City of Oakland Cultural Arts & Marketing Division	Oakland, CA	\$200,000
City of Phoenix Office of Arts and Culture	Phoenix, AZ	\$25,000
City of Rochester Department of Recreation	Rochester, NY	\$250,000
Cultural Alliance of Greater Milwaukee	Milwaukee, WI	\$50,000
Horace Bushnell Memorial Corporation (The Bushnell Center for the Performing Arts)	Hartford, CT	\$250,000
Hudson Yards Development Corporation	New York, NY	\$100,000
Indianapolis Museum of Art	Indianapolis, IN	\$200,000
Lafayette College	Easton, PA	\$200,000
New Jersey Community Development Corporation	Paterson, NJ	\$100,000
Public Corporation for the Arts of the City of Long Beach (Arts Council for Long Beach)	Long Beach, CA	\$25,000
San Francisco Arts Commission	San Francisco, CA	\$250,000
Shreveport Regional Arts Council	Shreveport, LA	\$100,000

**For project descriptions and photos, please [click here](#).**

Chairman Landesman has spoken frequently about the arts as an economic engine in helping communities reimagine and reshape themselves. The chairman's Art Works vision (described below) has guided his travels to 25 cities and towns nationwide over the last eight months. They are at the core of the NEA's recent collaboration with the Department of Housing and Development (HUD) through HUD's Sustainable Communities Grant Programs. In addition, the NEA's Fiscal Year 2011 budget proposal includes Our Town, a project that would provide approximately \$5 million to 35 communities to support planning and design projects, and arts engagement strategies to build stronger and healthier places.

To develop MICD25 and to inform the Art Works vision, Chairman Landesman and staff at the NEA looked to recent research. Chief among those is the work done by **Professor Mark Stern and Susan Seifert with the Social Impact of the Arts Project at the University of Pennsylvania**. Their research demonstrates that the presence of arts has three main effects:

1. The arts are a force for social cohesion and civic engagement. People who participate in the arts are more likely to engage in other civic activities, leading to more stable neighborhoods.
2. The arts are a force for child welfare: low income populations with high cultural participation rates are more than twice as likely to have very low truancy and delinquency rates.
3. And finally, the arts are a poverty fighter. They do this through direct employment, and they do this by leveraging other jobs: the restaurants, retail stores, and hotels that spring up alongside cultural districts.

### ***About Art Works***

NEA Chairman Rocco Landesman has laid out the guiding principle that will inform his work at the agency, which can be summed up in two words: “Art works.” Chairman Landesman means this in three ways:

1. “Art works” is a noun. They are the books, crafts, dances, designs, drawings, films, installations, music, musicals, paintings, plays, performances, poetry, textiles, and sculptures that are the creation of artists.
2. “Art works” is a verb. Art works on and within people to change and inspire them; it addresses the need people have to create, to imagine, to aspire to something more.
3. “Art works” is a declarative sentence: arts jobs are real jobs that are part of the real economy. Art workers pay taxes, and art contributes to economic growth, neighborhood revitalization, and the livability of American towns and cities.

### ***About the National Endowment for the Arts***

The NEA is a public agency dedicated to supporting excellence in the arts – both new and established – bringing the arts to all Americans, and providing leadership in arts education. Established by Congress in 1965 as an independent agency of the federal government, the Arts Endowment is the largest annual national funder of the arts, bringing great art to all 50 states, including rural areas, inner cities, and military bases. For more information, please visit [www.arts.gov](http://www.arts.gov).



Press Release  
For Immediate Release  
Contact: Dabney Sanders  
Project Manager  
(336) 387.8353

**NEA awards Downtown Greenway prestigious grant**  
*One of 21 projects selected from across the county*

**GREENSBORO, NC (July 15, 2010)** – Action Greensboro announced today that The National Endowment for the Arts has awarded the Downtown Greenway a grant of \$100,000 as a part of its Mayor's Institute on City Design 25<sup>th</sup> Anniversary Initiative (MICD 25). From over 200 applicants from across the country, the Downtown Greenway project was selected as one of 21 grants totaling \$3 million.

The grant will support the restoration of an abandoned railroad underpass in a section of the Downtown Greenway to be known as Morehead Linear Park. This phase which is to be constructed beginning this fall starts at West Lee Street and the Freeman Mill Road ramp and runs north along Freeman Mill Road to Spring Garden Street.

The underpass formerly served both vehicular and pedestrian traffic from both Spring Street and Cedar Street as they merged to allow for passage beneath the North Carolina Railroad tracks that run east-west along the southern end of downtown Greensboro. The construction of Freeman Mill Road in the mid 1970's redirected traffic and the underpass was abandoned. The heavily wooded site was rediscovered in early 2001 as concept plans for the Downtown Greenway were first being considered.

The restoration project includes the addition of 12 decorative iron gates to be designed and fabricated by local artist Jim Gallucci and placed in existing doorways along the underpass, through which will be seen two 60-foot graphic panels depicting parts of Greensboro's history. Cooper Carry Center for Connective Architecture who has been involved in the project from its early conception will oversee the design and fabrication of the panels. In addition, innovative, artistic lighting will illuminate the entire area to be designed by local artist, Scott Richardson with Light Defines Form.

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Public art consultant Barbara Peck who wrote the grant comments, "It has been incredibly rewarding for me to have been able to work on this project with the talented and focused team at Action Greensboro. To have their vision recognized by the NEA underscores with an exclamation point how fortunate our city is to have creative projects like this one brought to reality through their efforts. This public art venue will be a wonderful addition to Greensboro's downtown, and is another positive step towards Action Greensboro's goal of helping to create a more vibrant and connected city."

"The support of Greensboro Mayor Bill Knight and City Council as well as the City of Greensboro staff has been key to the success of this effort" says Project Manager Dabney Sanders.

The Downtown Greenway is a planned 4 mile urban walking and biking trail that will loop around downtown Greensboro, and will enhance the urban landscape with a green space that will encourage alternative transportation, promote fitness, and provide connectedness and well-being for our residents and visitors in an aesthetically pleasing environment. The loop itself provides a unique opportunity for Greensboro to have the only one of its kind in the state and one of the few in the country. In addition, with the connections to the extensive existing and planned trails systems in the city and the county, this loop will connect residents from all parts of the community and beyond.

The Downtown Greenway is a partnership between Action Greensboro and the City of Greensboro. The first ¼ mile section has been completed and is open to the public. It is expected that the trail will be designed and constructed over the next 5 years.

For additional information, updates and progress announcements, visit [www.downtowngreenway.org](http://www.downtowngreenway.org).

### **About the City of Greensboro**

The City of Greensboro works in partnership with the community to build an increased quality of life for all residents by fostering an environment where inclusion, diversity, and trust are valued. As the seventh largest employer in Greensboro, the City has a dedicated professional staff of 2,700 employees who maintain four core values of honesty, integrity, stewardship, and respect. The City of Greensboro is governed by a council-manager form of government where a mayor and eight council members act as the legislative body. For more information on the City of Greensboro, please visit us online at [www.greensboro-nc.gov](http://www.greensboro-nc.gov).

### **About Action Greensboro**

Action Greensboro is a not-for-profit organization formed in 2001 in response to the changing economy in Greensboro and the Piedmont region of North Carolina. Along with the Greensboro Chamber of Commerce and the Greensboro Economic Development Alliance, Action Greensboro is a member of the Greensboro Partnership. The Partnership was created in 2006 to increase the amount of capital investment in Greensboro and Guilford County and to help leverage the creation of high-technology, high-wage jobs through traditional economic development, programs to encourage business success, and initiatives to create a vibrant

community. For more information about Action Greensboro, please visit us online at [www.actiongreensboro.org](http://www.actiongreensboro.org).

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